


Tom Tate

CREATIVE DIRECTOR

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ABOUT

Leading The Creative Process To Drive Results.

As a dynamic and innovative Creative Director, I bring extensive experience in concept development, strategy formulation, and design for global advertising campaigns across various channels. My strong foundation in graphic design is complemented by a track record of navigating diverse creative disciplines, nurturing teams, and cultivating a positive culture while mentoring emerging talents. I utilize empathy, creativity, and a structured process to lead in-house and agency teams effectively.

I am firmly committed to fostering an inclusive creative environment that integrates design with consumer insights and collaborative efforts from cross-functional teams. By leveraging Design Thinking methodologies, I uncover unique insights, enhance consumer engagement, drive revenue, and achieve organizational objectives. My dedication to building meaningful relationships is central to my approach to producing exceptional content and experiences.

Core Competencies:

- **Creative Leadership:** Inspiring teams towards excellence and innovation.
- **Design Thinking:** Utilizing a user-centered approach to problem-solving and ideation.
- **Integrated Marketing:** Crafting cohesive strategies across all channels.
- **Campaign Development:** Expert in conceptualizing and executing high-impact campaigns.
- **Client Engagement:** Building relationships and delivering exceptional presentations.
- **Mentorship:** Developing emerging talents in design and marketing.

EDUCATION

University of Northern Iowa

MA | Studio Art | 2025

BA | Graphic Design | 2000

WHAT ELSE?

I'm a **musician** (the okayest music you've never heard), **triathlete** (don't act like you're not impressed, and you wouldn't be if you saw my times), **gardener** (who doesn't love fresh veggies, and houseplants, and bonsai?), **cook** (think next-level potlucks), **writer** (short stories), **artist** (painting/ceramics/printmaking), **home brewer** (I make a mean IPA), **yoga teacher** (you gotta stay balanced and flexible), **public speaker** (nerdy design & creativity stuff), **traveler** (anywhere/everywhere). What can I say? I like to keep busy.

PROFESSIONAL EXPERIENCE

Adjunct Professor, Art: Graphic Design

University of Northern Iowa 2022 – present

- Instruct diverse courses, including Graphic Design, Typography, Animation, User Experience, and Branding.
- Facilitate creative thinking and problem-solving sessions, delivering comprehensive training in Adobe Creative Cloud software to empower students.

Creative Manager | Pearson 2016 – 2022

- Directed strategic and aesthetic initiatives for campaigns, managing a \$12 million annual marketing budget.
- Led a cross-functional team of 32 professionals across various disciplines to execute revenue-generating advertising strategies.
- Collaborated with leaders to articulate campaign rationales, leveraging Design Thinking insights to enhance mobile app engagement, reaching 6 million users annually.
- Deployed 28 million emails annually, achieving a Click-to-Open Rate exceeding 40% through impactful content and design.

Sr. Designer | Pearson 2006 – 2016

- Developed impactful marketing strategies for national campaigns, contributing \$8.8 million to key business units through creative design initiatives.
- Introduced emerging workflows and technologies, enhancing competitive advantage and team productivity.

Art Director | Dyton 2003 – 2006

- Led the creative team, transforming ideas into impactful campaigns while mentoring junior designers in executing project visions.

Graphic Designer | Dyton 2000 – 2003

- Managed and executed a broad range of projects, including graphic design, motion design, UI/UX, video production, 3D animations, illustrations, and photography.